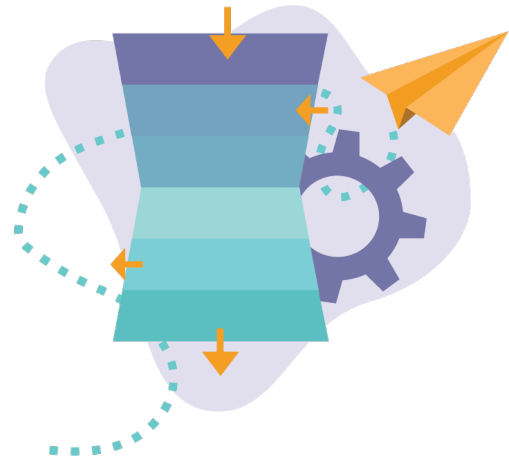


Lead Lifecycle

KNOW THE STAGE OF YOUR LEAD. ADVANCE LEADS TO REVENUE.

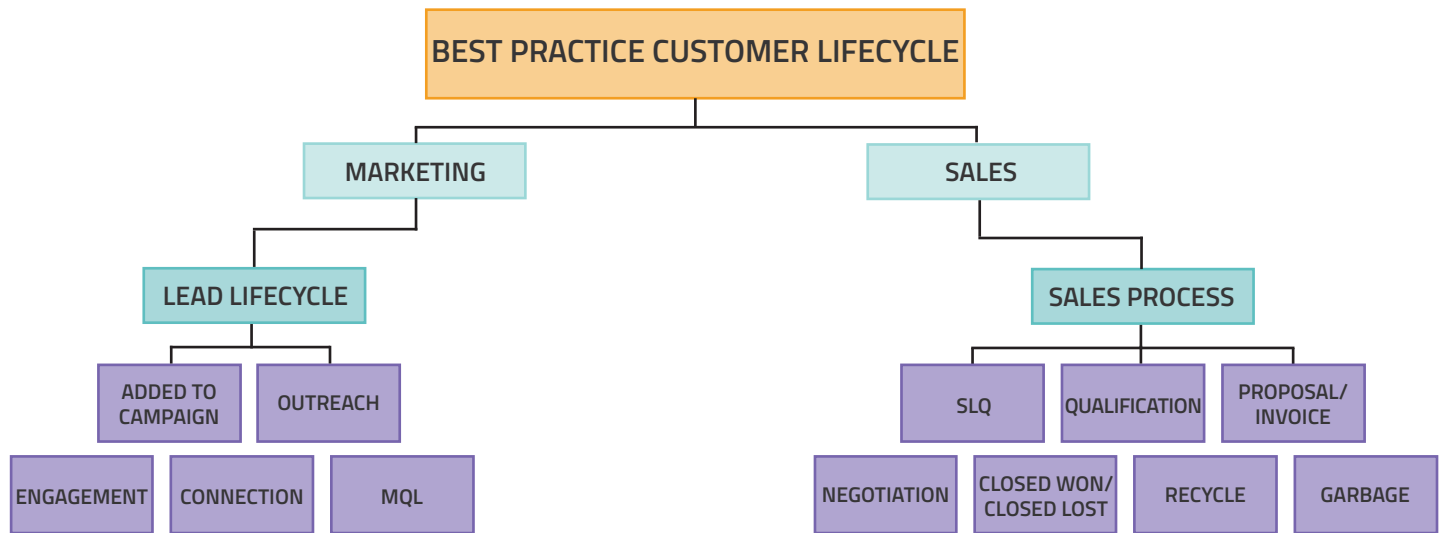
The goal of marketing is to move leads through the marketing and sales funnel to result in revenue. For some organizations that is a long complex sales process based on a considered purchase or others are a one time transactional sale. Regardless of the process you can draw a line down the customer journey where the lead lifecycle ends and the sales cycle begins. Having insights into where leads are on that lifecycle does two things, it helps to show the quantity of leads at each stage and it shows any bottlenecks in the process that require additional attention.



From a marketing lifecycle perspective, leads usually enter a few categories before they are moved to sales. Those best practice categories should be similar to the following: Added to Campaign, Outreach, Engagement, Connection, and MQL. These common categories help to understand how far marketing has brought a lead through the funnel through to sales.

On the sales side, SQL, Qualification, Proposal/Invoice, Negotiation, Closed Won (everyone's favorite) and Dead/Stalled (everyone's least favorite) are the best practice categories. There is also a category called Recycle that allows marketing or sales to push someone back to the beginning of the lead lifecycle to start outreach over. Let's not forget 'garbage', otherwise known as how did that lead get in our database.

Many times, marketing and sales have specific things that they want to happen at each point along the lifecycle. Note, there is a difference between tasks that need to happen and the roll up category. One can quickly get too deep and the categories are not broad enough, bringing more attention to the to-dos of sales and marketing than the Lifecycle itself. For example, under Outreach there may be several things that need to happen but breaking it down into the minutiae of detail over engineers the model and causes for more debate versus consensus to find ways to continually improve.



Marketers will spend the majority of their time on assessing the lead lifecycle to best determine what tactics and channels need to be leveraged to get movement. For example, how do you get leads to connect after they have been engaging or how do you get sales to accept a lead.

If the alignment is tight between marketing and sales, marketing will also work on reviewing the sales funnel and determining what type of messaging could help leads get unstuck. For example, the lead is in the Qualification stage but a proposal amount has not been provided.

Many Marketo Engage users choose to take the Lead Lifecycle one step further and leverage the Revenue Cycle Modeler. Giving marketers visibility to not just the journey and how many leads are at each phase along the way, but a visual representation with how much revenue is attached to the leads at each of those phases.

ABOUT LEADOUS INC.

We believe that marketing is a human experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

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